

CLAIMS:

1. A method of giving, the method comprising:
detecting an instigated primary procedure, instigated by a user in an electronic environment;
 - 5 determining a secondary financial procedure, preassociated by the user with the instigated primary procedure; and
automatically generating for output data representing instructions to cause the secondary financial procedure on detection of the instigated primary procedure.
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2. A method according to claim 1, wherein the instigated primary procedure is one of a plurality of primary procedures preassigned by the user as primary procedures.
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3. A method according to claim 2, wherein the determined secondary financial procedure is one of a plurality of secondary financial procedures, each secondary financial procedure preassociated by the user with at least one of the plurality of preassigned primary procedures.
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4. A method according to any one of the preceding claims, wherein the instigated primary procedure is non-commercial in nature.
 5. A method according to any one of the preceding claims, wherein the instigated primary procedure is an action on a computer.
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6. A method according to claim 5, wherein the instigated primary procedure is a procedure carried out to achieve an effect on the computer other than the secondary financial procedure.
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7. A method according to any one of claims 1 to 4, wherein the instigated primary procedure is an action on a telephone.

8. A method according to claim 3, wherein the plurality of primary procedures are primary fund transfers for payment in regard to at least one of: at least one entity; at least one good; and at least one service, by the user.
- 5 9. A method according to claim 8, wherein the plurality of secondary financial procedures are auxiliary fund transfers to at least one predetermined recipient from the user.
- 10 10. A method according to claim 8, wherein the secondary financial procedures are auxiliary fund transfers to at least one predetermined recipient from a third party.
- 15 11. A method according to claim 8, wherein the secondary financial procedures are allocations of auxiliary fund transfer amounts.
12. A method according to any one of claims 3 and 8 to 11, wherein the primary procedure is purchase of at least one of: at least one good; and at least one service.
- 20 13. A method according to any one of claims 3 and 8 to 12, wherein preassociation of primary procedures and secondary financial procedures is made by association, in an association database, of particular entities, goods, and/or services with particular recipients.
- 25 14. A method according to claim 13, wherein the association database is stored by an entity selling the good and/or service.
15. A method according to claim 13, wherein the primary procedure is a primary fund transfer from the user for payment in regard to an entity.
- 30 16. A method according to claim 15, wherein the association database is held by a financial institution responsible for effecting payments made by a user.

17. A method according to claim 16, wherein the primary procedure is payment to a particular payee.

18. A method according to any one of the preceding claims, wherein the
5 secondary financial procedure involves an allocation of a predetermined contribution to a recipient.

19. A method according to claim 18, further comprising accruing a plurality of allocated contributions, caused by a plurality of occurrences of the secondary
10 financial procedure, up to a predetermined accrued value, and subsequently causing transfer of a monetary sum having the predetermined accrued value to the recipient.

20. A method according to any one of the preceding claims, wherein the
15 secondary financial procedure is an allocation of funds to a philanthropic cause.

21. A method of giving, the method comprising:
detecting an instigated primary procedure, instigated by a user in an electronic environment, the instigated primary procedure being a non
20 commercial action on a computer;
determining a secondary financial procedure, preassociated by the user with the instigated primary procedure; and
generating for output data representing instructions to cause the secondary financial procedure,
25 wherein the primary procedure is carried out to achieve an effect on the computer other than the secondary financial procedure.

22. A method of giving, the method comprising:
detecting an instigated primary procedure, instigated by a user in an
30 electronic environment, the instigated primary procedure being one of a plurality of primary procedures preassigned by the user as primary procedures;
determining a secondary financial procedure, preassociated by the user with the instigated primary procedure, the determined secondary financial

procedure being one of a plurality of secondary financial procedures, each secondary financial procedure preassociated by the user with at least one of the plurality of preassigned primary procedures; and

- 5 generating for output data representing instructions to cause the secondary financial procedure,

wherein the preassociation of primary procedures and secondary financial procedures is association of particular entities, goods or services with particular recipients in an association database.

- 10 23. A method of primary and auxiliary fund transfer, the method comprising: receiving information relating to a primary fund transfer for payment of at least one entity, good or service;

processing the information and determining a recipient associated with the entity, good or service using an association database; and

- 15 generating for output data representing an allocation of an auxiliary fund transfer to the determined recipient.

24. A system for giving, the system comprising:

- a detecting component which detects an instigated primary procedure,
20 instigated by a user in an electronic environment,

a determining component which determines a secondary financial procedure, preassociated by the user with the instigated primary procedure, on detection of the instigated primary procedure, and

- 25 a generating component which generates for output data representing instructions to cause the secondary financial procedure on determination of the secondary financial procedure.

25. A system for giving according to claim 24, further comprising an association database to store data associating each of a plurality of primary procedures with at least one corresponding associated secondary procedure from a plurality of secondary financial procedures.

26. A system for giving according to claim 25, wherein the association database is arranged to store associations of particular entities, goods and/or services, associated with a particular primary procedure for each of the primary procedures, with at least one particular recipient associated with a particular secondary financial procedure for each secondary financial procedure.
- 5 27. A system for giving according to any one of claims 24 to 26, further comprising an accumulation component, which receives the instructions to cause the secondary financial procedure, and increments a notional counter on each such receipt.
- 10 28. A system for giving according to claim 27, wherein the accumulation component is arranged to output instructions to cause a payment to be effected when the counter has been incremented by a predetermined amount.
- 15 29. A system for giving, the system comprising:
a detecting component which detects at least one instigated primary procedure, instigated by a user in an electronic environment, the instigated primary procedure being a non commercial action on a computer;
- 20 20 a determining component which determines at least one secondary financial procedure, preassociated by the user with the instigated primary procedure; and
a generating component which generates for output data representing instructions to cause the secondary financial procedure,
- 25 25 wherein the primary procedure is a procedure carried out to achieve an effect on the computer other than the secondary financial procedure.
30. A system for giving, the system comprising:
a detecting component which detects at least one instigated primary procedure, instigated by a user in an electronic environment, the instigated primary procedure being one of a plurality of primary procedures preassigned by the user as primary procedures;

- a determining component which determines at least one secondary financial procedure, preassociated by the user with the instigated primary procedure, the determined secondary financial procedure being one of a plurality of secondary financial procedures, each secondary financial procedure
- 5 preassociated by the user with at least one of the plurality of preassigned primary procedures;
- a generating component which generates for output data representing instructions to cause the secondary financial procedure; and
- an association database which stores a preassociation of primary
- 10 procedures and secondary financial procedures, the association being an association of particular entities, goods or services with particular recipients in the association database.
31. A method of giving, the method comprising:
- 15 establishing a primary procedure performed by a user within an electronic environment; and
- associating a secondary financial procedure with the primary procedure by the user, such that the secondary financial procedure is activated on operation of the primary procedure.
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32. A method according to claim 31, wherein the associated primary and secondary procedures are stored in an association database.
33. A method according to claim 31, further comprising a method according to any one of claims 1 to 23.
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34. A method of giving, the method comprising:
- detecting an primary procedure instigated in an electronic environment;
- determining a secondary financial procedure, preassociated by the user
- 30 with the instigated primary procedure; and
- automatically generating for output data representing instructions to cause the secondary financial procedure on detection of the instigated primary procedure.

35. A data carrier medium carrying processor readable code to control a processor to carry out the method of any one of claims 1 to 23, and 31 to 34.